Lambda Marketing Brings Real-Time Content to Millions in Pakistan

To satisfy the booming demand for digital content in Pakistan, Lambda Marketing Solutions is providing consumers with local content served alongside advertisements. It started by bringing on-demand entertainment to passengers on inter-city buses, with the ads hosted offshore. But connectivity issues and expensive bandwidth hampered the company’s growth.

By moving to Jazz Cloud, built on proven VMware technologies, Lambda Marketing is not only able to improve its offering on the buses but it can also expand media on demand to for-hire vehicles, hotels, restaurants and malls.

Business needs
• The ad service faced delays due to the high latency connection with offshore servers.
• It was too costly to stream video from offshore servers to for-hire vehicles.
• Its service was unreliable due to connectivity issues with submarine cables.

Impact
• Up to 30% cost savings from using a VMware-powered private cloud versus offshore hosting
• No lag or downtime in streaming ads to inter-city buses
• Cost-effective local hosting enables business expansion into other verticals

“Jazz Cloud has become the backbone of our services. We can now offer real-time content and real-time ad synchronization because of VMware cloud technologies.”

SHOAIB SARWAR
CEO, LAMBDA MARKETING SOLUTIONS

Lambda Marketing streams real-time entertainment to buses and cars from the #Jazz Cloud, built on proven #VMware technologies.